

OL3 6 – Uppermill, Saddleworth, Oldham

DEMOGRAPHIC INFORMATION

Leaflet Distribution Population Targeting

Knowing the population of an area could facilitate the planning of leaflet distribution campaign. Types of businesses who may have a vested interest in population data could be fast food restaurants, short terms loan company and or marketing companies.

Your leaflet distribution plans would not be limited to these business sectors, it however highlights the flexibility of your direct marketing venture opening doors to the use of population data for leaflet distribution and or flyer distribution campaigns.

Total number of People 2819

Males	1356
Females	1463
Aged 0 to 15	443
Aged 16 to 74	2033
Age 75 and over	343

Profile

Marital status (all people aged 16 and over)

Single (never married)	604
Married	1245
In a registered same-sex civil partnership	2
Separated	41
Divorced	230
Widowed	254

Composition (all households)

One person households	460
Married couple households	465
Cohabiting couple households	135
Lone parent households: with dependent children	44
Lone parent households: with non-dependent children only	28
All other households	48

Leaflet Distribution Ethnicity and Religion Targeting

People in Uppermill, Saddleworth, Oldham are mostly and of the faith. To help you further with your door to door distribution campaign, here are some additional facts to consider as part of your leaflet distribution delivery campaign.

Ethnicity - Largest ethnic group(s)

White	2732
Black	7
Asian	41
Arab	2
Mixed	33
Other	4

Depending on the leaflet distribution campaign; faith can be an important factor when deciding which postcode sector. Below is a breakdown of the faith diaspora in OL3 6, Uppermill, Saddleworth, Oldham.

Religion (all people)

Christian	1936
Muslim	20
Jewish	0
Hindu	7
Sikh	0
Buddhist	7
Other religion	11
No religion	637
Religion not stated	201

Leaflet Distribution Health Targeting

Knowing your target audiences health situation could make a difference to your leaflet distribution campaign. This could be particularly useful to gyms or health clubs who wish to locate and offer incentives to increase the prospects of a leaflet distribution delivery.

All people

Day-to-day activities limited a lot	223
Day-to-day activities limited a little	302
Day-to-day activities not limited	2294
Day-to-day activities limited a lot: Age 16 to 64	65
Day-to-day activities limited a little: Age 16 to 64	111
Day-to-day activities not limited: Age 16 to 64	1512
Very good health	1336
Good health	963
Fair health	391
Bad health	106
Very bad health	23
Provides no unpaid care	2505
Provides 1 to 19 hours unpaid care a week	239
Provides 20 to 49 hours unpaid care a week	31
Provides 50 or more hours unpaid care a week	44

Leaflet Distribution Work Targeting

Knowing if the target audience in OL3 6 Uppermill,Saddleworth,Oldham are in work and can afford your product or service is key to any successful leaflet distribution and should be considered when conducting a leaflet distribution door drop campaign. Below are the statistics we hold on individuals within Uppermill,Saddleworth,Oldham relating to employment and work.

Economically active

Employee: Part-time	280
Employee: Full-time	796
Self-employed with employees: Part-time	10
Self-employed with employees: Full-time	61
Self-employed without employees: Part-time	61
Self-employed without employees: Full-time	128
Unemployed	56
Full-time student	40

Leaflet Distribution Education Targeting

All Levels

Level 1 qualifications	227
Level 2 qualifications	374
Apprenticeship	109
Level 3 qualifications	260
Level 4 qualifications and above	937
No qualifications	392
Other qualifications	77



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